

**How To Earn (Extra)
P80,000 Per Month
Working Just Few Hours A Day
With A Simple e-Book Business!**

By Jon Oraña

See What People Are Saying About This *Proven Internet Business* That I'm About To Reveal:

*“Thank you so much for all your help!
Everything is falling into place. I can't
believe we can reach **P10,093,610** as of
today.”* – Grace P., Quezon City.

*“Coach this is it...Yahoo!!! With the help
of your program and walang sawa na pag
bigay ng tips. Finally, **I made my first
million!!!** Maraming salamat!* –
Homerson Bonifacio

*“Applying Jon's strategy, I was able to
make around **P300,000** passively in less*

than 2 months. ” – Burn Gutierrez,
Marikina City

“After the session, I tried and applied his approach and made me around **P200,000** in less than a month, and I made that amount using only 4 hours every Saturday.” – Jay Jaramillo, Doha Qatar

“A lot of people claim they can help you make money online, but Jon is one of the few that I actually believe because I've personally seen how he works and can attest that he knows what he's doing. In fact, in less than a year, **Jon has helped me earn more than half a million pesos online with very little effort.**” – Fitz Villafuerte, Paranaque City

“In less than 10 months, I already made P176,152.77 on my first e-book without being a writer.” – Cynthia Fuller

*“I just want to say thank you to Coach Jon. Di pa tapos yung seminar pero inapply ko lang mga natutunan ko. and I now have my first 2 sales of my 5-book package and **I sold it for 7k php per package.** EFFECTIVE ang tinuturo mo Coach! Keep doing it! If ever na magkita tayo in the future lilibre talaga kita ng starbucks! – Adrian Ortega, Quezon City*

*“This e-book launching is CRAZY. I now have **40 orders of e-book in just 3 hours.** From the bottom of my heart to thank Sir Jon Orana for this opportunity you*

opened to me. Salamat po at nakilala ko kayo.” – David O., San Fernando, Pampanga

*“I've been fooled thrice before by different internet schemes - online money machine, 'done-for-you' system, even answering surveys! All filled with hyped promises. Until I came to believe that a "real" online business doesn't exist. But there came **IBMC to my rescue giving me nothing but real stuff.**”* – Angelica Alzona, Manila City

“Is This One Of Those Business Opportunity That I Need To Recruit People To Make Money?”

That’s probably one of the most common questions I get whenever I talk about my home-based business.

Frankly, I can’t blame them. And if you’re in doubt as well, I understand.

But I want to be CRYSTAL CLEAR and brutally honest with you.

What you’re going to discover is **NOT** a get-rich-quick scheme.

Yes, you need to work like in any other legit business but I’ll teach you how to work smart.

THIS IS NOT an MLM or a pyramiding scheme that you need to recruit people to make your upline rich from your efforts while you and people at the bottom barely make money.

I'm talking about your OWN online business where **you get 100% of the profits** at nasa bahay ka lang.

I'm talking about your own e-books and your own business where *you are the REAL BOSS boss*.

DISCLAIMER: I'm not promising that you'll become an instant millionaire, though you can definitely become a millionaire just like what happened to some of my students I'll mention in this special report.

But again, if you don't take action on what I'm about to reveal to you, you'll not make even a cent in this business.

Ika nga...

“Kahit singkong duling, hindi ka kikita sa negosyong ito unless kumilos ka.”

And how fast you're going to make money?

That's completely up to you. You can make money, maybe in just two weeks or maybe in a year. Again, that's up to you.

Listen, what you have in your hands is not a regular report that you download from the Internet. Because in this report...

...I'll reveal the EXACT blueprint on **how I sold 24 Million Pesos of e-books in the last**

36 months. I'll share the step-by-step on how I did it and most importantly, how **YOU** can do it too.

But first, let me introduce myself.

My name is Jon Oraña. I'm a husband and a proud father of three young boys.



I'm the CEO and founder of Negosyo University where we teach Filipinos how to develop “modern day” **money-making skills** through our programs, courses, and workshops.

My mission is to help “corporate slave” who are sick and tired of their 8-5 jobs fulfill their dream of owning a profitable business and be their own boss.

My Journey To A Multimillion Peso Home-Based Business

Back in 1999, I graduated from Adamson University. After working for just a year, I realized the three BIG problem of being a “corporate slave”:

- You’re **working hard** to make someone else rich.
- You’re getting paid just enough so you won’t quit.
- You have no freedom. Your boss tells you what to do, what time to get lunch, what time you can go home, and when you can have a vacation.

I felt TRAPPED in a “cubicle world.”

So, after a few years, **I got tired of my boring 8 to 5 job.**

Every morning, I drag my feet to work;
hoping *na sana alas-5 na at hoping na sana mas mahaba ang bakasyon.*

One day, an officemate shared with me a book called “Rich Dad, Poor Dad” and the author talked about being an entrepreneur. This made me realize that what I want to be.

And so...

...while working as a full-time employee, I started different traditional businesses. During those times, I never really had success in business.

So, I thought I should quit my job and go full time in business.

At yun na nga ang ginawa ko. I quit on my job and started a traditional business.

Oh boy! Isang malaking pagkakamali.

I lost all my savings and incurred over Php 3 Million debt.

And then, my college friend Sherwin shared with me ways on how to make money online.

He told me different business models on the internet. But what caught my attention is the e-Book business because I love to read.

So, I said to myself... *"Maybe I should try this e-Book business."*

And it didn't take long that I doubled my income. I managed to escape my corporate job, and **I sold over 24 million pesos of e-Books** in 36 months.

Then, in 2012, I decided to do coaching and consulting sa mga “corporate slaves” na gusto din mag online business.

Truth is, I was hesitant in the beginning to talk about my simple homebased business. In my mind, I'm inviting competitors. But I realized that there are **Billion of people in the world**.

Meaning, the market in this industry is so big that everyone who'll take action will make money. A lot of money!

So, that's how it all started. Since I came out, I've been interviewed by major media

outlet “My Puhunan” **ABS-CBN**, GMA Network, Philippine Star, Philippine Daily Inquirer, DZMM, and among others.



Now, let's talk about...

The World's Easiest and Most Profitable Product To Create and Sell Online

Here's why e-Book is the best to sell online.

But first, what is an e-Book? An e-Book is an electronic book that can be read on a computer, android phone, iPhone, tablets, and other mobile devices.

So, why am I so excited and passionate about teaching you this *revolutionary business*? Read on.

It is a 100% profit margin.

Because an e-Book cost nothing to print as it is an electronic file. Hindi mo na kinakailangan pumunta ng printing press to

print it. **It is a computer file!** Pause for a second and let that sink in.

It doesn't cost you anything to produce 100,000 or 1 Million copies.

Oh wait! Did you know that an e-Book has a higher perceived value compared to a physical book? I'll prove it you why later in this report.

E-Books are typically less than half the length of regular books, yet they sell two or three times more. Most books na ibinibenta sa Amazon.com are around \$10; I sell mine on average \$27. I'll reveal later on how to sell it.

It is simple and inexpensive to start.

For the same reason, dahil nga digital file lang siya, you don't need machinery or manufacturing to produce an e-book.

You can start with as little as Php 500 pesos if you'll do all the work or a just a few thousand pesos if you decided to hire someone to help you.

It runs 24/7 while you sleep.

You see, you can deliver e-Book automatically; there is no manual labor compared to a physical product that you have to pack, label, and ship to DHL, J&T, LBC, or JRS.

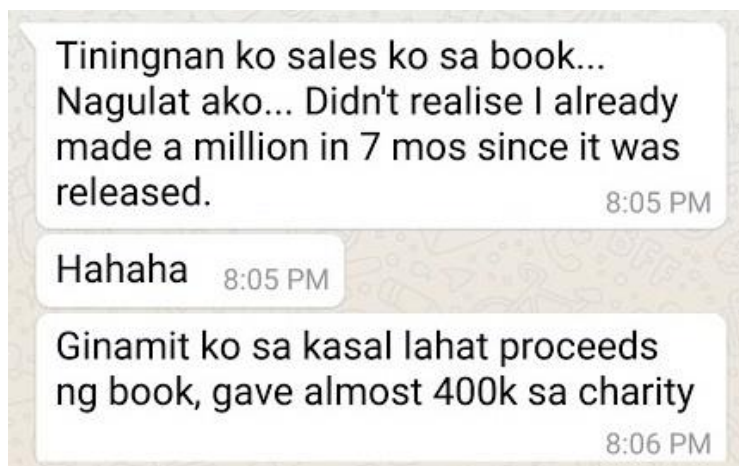
In this business, as soon as a customer placed an order on your website, in just minutes, they'll automatically receive an

email instruction on how to download their product.

This is almost a “*hands-free*” business, and it runs 24/7, 365 days. Not even a pandemic can shut this down.

No printing cost, zero storage cost, and a very low overhead cost.

The reason it's a highly profitable business because your overhead cost is extremely low compare to most traditional businesses.



Low overhead simply means higher profit and **MORE MONEY** in your bank account.

Lastly...

It is easy to sell.

We're in an “*instant*” generation. Instant noodles, instant coffee, instant message...we all hate to wait. With e-books, your customer can instantly download the e-book to their computer or mobile phone, and they love that.

You may be thinking...*May bumibili pa bang e-books e lahat nasa Google or YouTube na?*

Here's A Fact: According to Association of American Publishers, e-books made **\$2.04 billion in revenue** last 2019.

You see, not because you don't buy e-books doesn't mean other people don't.

Not because you don't buy a super-fast, Ferrari F8 worth P16 Million Pesos doesn't mean walang bumibili nito. Make sense?

How I Launched My First e-Book Without Writing A Single Sentence

Remember my story a while back? When I was bankrupt and “*baon ng Milyon sa utang,*” a college friend showed me Internet businesses that I can start?

As I said, *ang interest ko po ay napunta sa* e-Book (though there are different business models sa Internet) because I love e-Book and I myself is a customer who buys e-book.

But the problem was, hindi ako marunong magsulat. English writing pa.

With my first e-Book, what I did was I simply made a compilation of Bible verses grouped by topics. Let's say, Bible verses about youth, Bible verses about birthdays, Bible verses about our relationships, about marriage – topic-dependent chapters.

I took Bible verses from King-James-version Bible because KJV Bible doesn't have a copyright.

It is in public domains, so anybody can just do whatever they want to do and use the King James Bible passages anywhere and anytime. I pretty much categorized my first e-Book or what they call, the topical.

I simply grouped topics together and turned them into an e-Book.

During those times, there was not a lot of topical websites to choose from. So, that was my first e-book – a copy and paste product.

WARNING: I'm not saying that you can simply copy paste content from the Internet. That's plagiarism and illegal.

Then, during the process when I was about to sell it, I'm starting to doubt myself...

“Ibebenta ko ba talaga to?” or “May bibili kaya nito?”

Basta sinsabi ko sa sarili ko wala naman mawawala, hindi naman ako mamatay siguro kung ibebenta ko to, right?

In my mind, available lang ito sa Internet.
It's just that I grouped them up together.

Parang pinadali ko lang sa ibang tao yung paghanap nang mga Bible verses per specific topic. So, that's exactly what I did.

I launched it around 11:45 PM of August 4, 2008, and sold it for \$17.

My Very First e-Book Sale

The following day, I woke up, had my breakfast, fire up my computer, and I WAS SURPRISED. Two customers bought my e-Book and that month, I made \$242 in profits.

Here's the screenshot:

[All activity](#) | [All activity \(with balance\)](#) | [Payments received](#) | [More filters](#) ▼

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<input type="checkbox"/>	Date	Type	Name/Email	Payment status	Details	Order status/Actions	Gross	Fee	Net amount
<input type="checkbox"/>	Aug 30, 2008	Payment From	Joyce Kasey	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 29, 2008	Payment From	andrew samson	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 26, 2008	Payment From	Paula McCall	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 24, 2008	Payment From	ElizaBeth Alfaro	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 24, 2008	Payment From	Tennille Audi	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 22, 2008	Payment From	thomas dosumu-johnson	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 21, 2008	Payment From	Ivo Wilson	Completed	Details		\$17.00	-\$0.96	\$16.04 USD
<input type="checkbox"/>	Aug 19, 2008	Payment From	Kim Walker	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 18, 2008	Payment From	Paul Kiwanda	Completed	Details		\$17.00	-\$0.96	\$16.04 USD
<input type="checkbox"/>	Aug 15, 2008	Payment From	Barbara Wilkerson	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 14, 2008	Payment From	jan jaspersen	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 12, 2008	Payment From	Edwin Rivera	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 10, 2008	Payment From	James Smith	Completed	Details		\$17.00	-\$0.79	\$16.21 USD
<input type="checkbox"/>	Aug 5, 2008	Payment From	iris mckeown	Completed	Details		\$17.00	-\$0.96	\$16.04 USD
<input type="checkbox"/>	Aug 5, 2008	Payment From	Sheena Wagler	Completed	Details		\$17.00	-\$0.79	\$16.21 USD

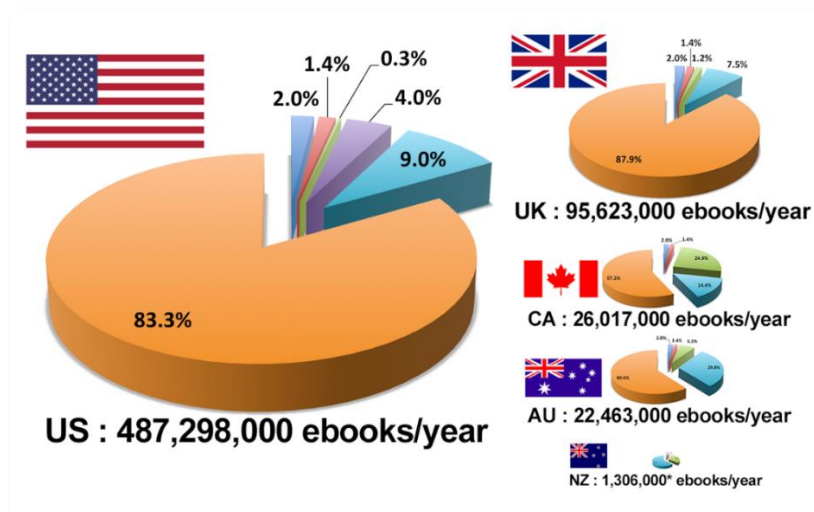
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That was the beginning of everything I've sold 24 million pesos in 36 months since I wrote this report. My business now have generated over **150 million pesos in revenue** since then.

And it all started with this simple e-Book collection of Bible verses.

OK. Maybe up to know you still can't believe people buy e-books.

Here are more facts for you:



(Source of picture: authorearnings.com)

These are the number of e-books sold every year.

Listen: Billion-dollar companies like Apple launched an iBook, Amazon has Kindle, and Google has Play Books.

They're investing Millions of Dollars to take advantage of this **VERY LUCRATIVE** business opportunity. The good news is, you too can make money from this.

The REAL reason why people buy e-books is this:

When people search something on Google or Yahoo, they can't immediately find the information they are looking for. They have to search more, read more, and read websites.

That's why my #1 Trade Secrets of e-Book business is...

Secret #1:

People will give you money if you help them save time

Kung tutulungan mo sila maka-save ng time with your e-Book, because instead of them wasting their precious time searching online,

you can just provide what they need in the form of an e- book and that tell them...

“Hey! Here is the all information you are looking for. Everything you need to know about [whatever topic] is in this e-Book. You don’t need to search online.”

In short, this business is not just giving people information but **you are in a business of helping people** find a solution fast.

Again, help them save time and they’ll give you money.

Here’s another secret...

Secret # 2

People are willing to pay more for a solution to a specific problem

And the second trade secrets of e-Book business is this:

People are willing to pay more for a solution to a specific problem.

What do I mean? Yung mga “How-To” information – it is the easiest and most profitable to sell.

Examples are:

- How to Pay Off Your Credit Card Debt
- How to Potty Train Your Child
- How to Train Your Dog
- How to Become A Public Speaker
- How to Write for a Living

- How to Save Your Marriage
- How to Speak French
- How to Boost Your Confidence with Women

These are examples of a very SPECIFIC problems that you can create a solution for.

Please understand that you can't just write an e-book on any topic. People don't care about what you and I know. They care about themselves and what they'll gain. Like it or not, we are a selfish creature. But it is what it is.

That's why "How-To" information is very profitable as they immediately see the benefits from buying your e-book.

OK. Here's the third trade secret.

Secret #3

People will pay more for these 10 “Good as Gold” topics

May mga in-demand na topics na talagang malakas. And this is what I'll reveal with you on this page.

If you want to **make millions** in this business, pick one from these what I call “Good as Gold” topics.

- 1) **Saving and Making Money:** I'll say this is one of biggest market out there. Any e-book or topic that can help people save money or make money.

Sinong tao ayaw kumita ng pera? Any e-book that teaches people to make more money is almost guaranteed to sell a lot.

Now, when I say “Saving”, hindi ibig sabihin e mag-ipon. Save I mean, makatipid. Don’t teach people pano mag-ipon, they don’t like it. People want to spend money.

2) **Time Management:** If you search at Amazon.com, there are around 4,900 books on time management because it is something that adults want. We all feel 24 hours a day is not enough.

3) **Sex and Relationships:** Any advice that can help someone to attract the opposite sex, that’s a sure winner. We all want love, connection, and intimacy. That’s our nature.

And who doesn’t want GREAT SEX? By the way, relationships include parenting, marriage, divorce, pregnancy, etc.

- 4) **Investing and Trading:** People, even the filthy rich, would like to make even more money. And investing and trading is a time-tested vehicle to grow someone's money.

That's why there are many Facebook groups, books, online courses, blogs, and seminars on this topic.

- 5) **Collecting:** Collectors are one of the hungriest markets because they actually invest time and money to look and acquire that special item.

- 6) **Hobbies:** When you say hobbies, it could be playing guitar, basketball, baking, gardening, woodworking, etc. People in this market are rabid buyers. They'll buy anything that will make

them better.

Get this: Golf niche alone is a *\$70 billion dollar industry*.

7) **Marketing:** Marketing is helping businesses on how to market their product or services. Every business owner would like to get more customers or clients. Teach them how and they'll invest in your product.

8) **Small business advice:** Any advice that will help a business increase their profits, cut losses, save money, beat competitors are guaranteed to sell. Many businesses are struggling and if you can teach them make more money, that's a gold mine.

9) **Self-help:** This is big one too. Things like how to lose weight, how to communicate better, how to get a better job, how to attract wealth, etc. We're wired to desire to improve. Help people improve on something and they'll give you money.

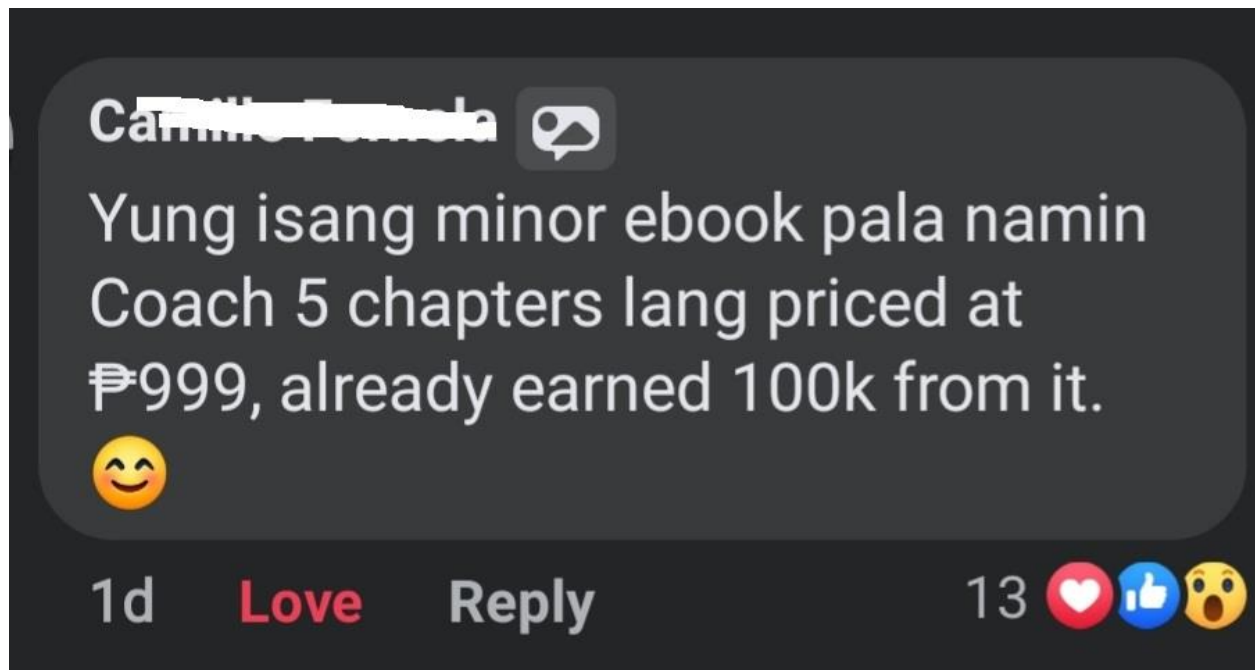
10) **Pets:** Pet owners will spend ridiculous amount of money for their pets. Did you know that there's a dog collar that sells for \$725. That's 34,000 Pesos. *Crazy right?* Profit from these people.

One very important thing in selling e-Books or information product, you have to realize – hindi ikaw ang customer. Baka sabihin mo, “Bat ako, di nabili ng e-book?”

Again, hindi ikaw ang customer. Not because hindi ka bibili, it doesn't mean people won't spend money on e-books.

Tiffany, a jewelry company sells one paper clip for a whooping **P78,000 pesos**. Yes, isang paper clip na 18K gold. Look, kahit maging bilyonaryo ako, I won't buy it but some people are.

And that's EXACTLY my point.



How To Get Started In Just Three Easy Steps

Now, let's talk about the three simple steps to a successful e-Book business.

Here are the steps:

- 1) Know what people want.
- 2) Create an e-Book based on what they want.
- 3) Sell it to them.

That's all. Have a great day! (Just kidding.)

Let's dive in.

Obviously, step one is know what people want. They say...“Common sense lang iyan, Jon.”

Sure, it is common sense but it's not common practice.

Pay attention. I've coached over 3,000 entrepreneurs and I have to tell you many businesses started with "what they want to sell" instead of "what people want to buy." That's a recipe for disaster.

I've been approached countless times by authors, speakers, consultants, and even experts in their fields.

Mostly, they create about something they're passionate about without validating if people are willing to pay for it.

Don't get me wrong. Passion is a good place to start but it's not enough.

They missed a KEY INGREDIENT which is knowing what people want, and not the other way around. People doesn't want to buy your story; they want to buy theirs.

You see, this e-Book business is founded in this quote from Zig Ziglar.

“You can have everything in life you want, if you will just help enough other people get what they want.” – Zig Ziglar

I'm telling you, mas maraming tao kang matutulungan, mas malakiang kikitain mo. That's how I made over 120 million pesos in this business.

Think about it: Hindi ba ganoon din ang mga ibang negosyo?

If you think about the Billionaires sa Pilipinas, right? You have Henry Sy of Shoemart or SM Malls. There are 4.2 Million people going to his mall EVERYDAY!

That's according to their website.

Tony Tan Caktiong of Jollibee. Hundreds of thousands of Filipinos are eating in their restaurants everyday.

You get what I mean? The more people you can serve, the more money you make.

Let me repeat, the foundation of this business is about helping people find information and solution to their problem fast.

Ok. Now let's go into **actionable steps**. No more theory.

How To Choose A Winning Topic For Your First e-Book

Here's a simple 3-step market research that you can apply immediately after reading this report.

Step 1) Join any Facebook groups or online forums.

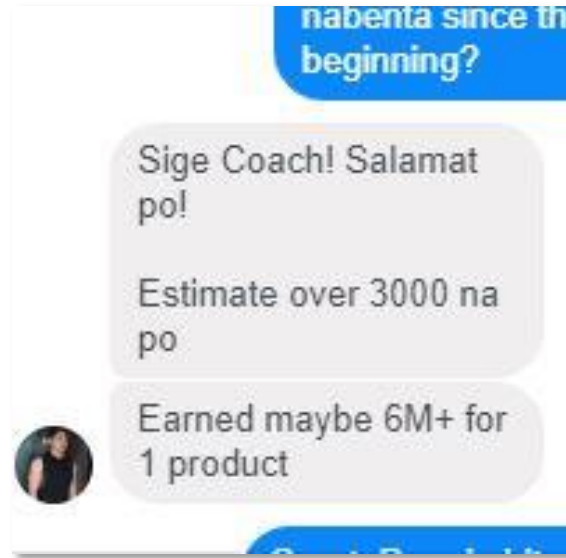
If you don't know what's a "Facebook Group", it's basically a congregation or gathering of group of people with shared interest inside Facebook. Most of them are free to join.

Launch Facebook app on your phone and on top you should see an icon that looks like this.



Join a Facebook group that you're interested in. You can choose to serve Filipinos or international. Both of them are profitable but the Philippine market is generally less competitive.

One of my best students is Cho, and he teaches Filipinos how to be fit and have a six pack.



That's **6 Million pesos from one e-book**. So yes, Filipinos buy e-books and digital products.

Step 2) Next is to find their TOP TEN wants, desires or frustrations.

Once you're a member of the Facebook group. We will apply what I call *TMPQ* (The Million Peso Question)

What I'm about to share with you **brought millions of pesos to my bank account.**
Don't under estimate the power of this.

Basically, we will post a question inside the Facebook group. And here's the template:

“What is your single and biggest question about _____”

The blank is whatever topic or common interest of the group.


Let's say you join a group of online freelancers, post a question...“What's your single and biggest question about online freelancing?”

If you join naman a group of guitar players, ask them... ”*What's your single and biggest question about playing acoustic guitar?*”

If you join a group of Bonsai enthusiasts, post a question... *”What’s your single and biggest question about growing a bonsai plant?”*

It’s really that simple. And you don’t have to worry about violating any rules or policy. You’re simply asking a question.

What will happen next is, you’ll get a lot of replies telling you their challenges.

	i was already in the fb different groups sir and ive receive a 600plus comments with just a simple post and i feel like am gonna solve their problems	Rey Melchor Business	7:38 PM
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AD

Anna de Chavez 06:30 PM

...

Hi, Coach. Doing market research via FB groups is really effective in getting feedbacks and sharing of experiences from the target niche. It is a good starting point in making my outline.

I'm telling you, this deceptively simple market research is **VERY POWERFUL!**

As you can see, you're not guessing. You're not assuming what your target market want. They told you what the problem they want to solve, their frustrations, and their desires.

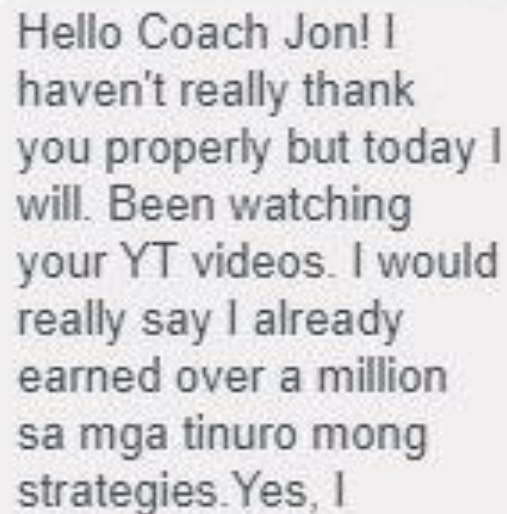
Now that you know their top desires, problems, and frustrations are. Get the top 6-10 questions and that will be the chapters or sub-chapters of your e-book.

Step 3) Outline your e-book.

Now that you know what they want, pick the top or most common ones and make it the 5 – 10 chapters of your first e-book that you can sell for at least \$20.

Don't even doubt if people will be happy with your product. Come on! They already told you what they want.

Before the Internet, it will cost you millions of Pesos to hire a market research firm just to know what people want.



Hello Coach Jon! I haven't really thank you properly but today I will. Been watching your YT videos. I would really say I already earned over a million sa mga tinuro mong strategies. Yes, I

But now, in just 24 hours or may be less, you have a decent outline for an e-book

Remember, never create an e-Book WITHOUT doing your TMPQ first. The key to a best-selling e-Book is finding what “hungry buyers” want and give it to them.

The fastest way to sell clean water is to sell it to a really thirsty crowd. That's the **SHORTCUT** to a profitable Internet business.

You see, I don't care kung meron kang pinakasarap na burger sa buong mundo na made ng 100% beef, fresh from Alberta, Canada.

But if you'll sell it to vegetarian, you won't sell anything.

The reason many businesses uses sales gimmicks and manipulative marketing is they're trying to sell a product or service people don't really want nor need.

Whatever business you'll go into, keep this advice in mind.

When I started blogging about my business, maraming nag-email sa akin. They already have an e-Book but they can't sell it.

The question is, is that book in-demand? Do people really want that book?

If you go to magazine section of National Bookstore or any bookstore, you'll see magazine cover with titles like how to lose belly fat, how to lose weight, or how to get a six pack abs.

Why are they constantly in cover? Because that's what people want, period.

How To Create An e-Book Without Writing A Single Sentence

Common objection I get... *"But Jon, I don't know how to write."*

Don't worry, because you don't have to.

I sold thousand of e-books and made over 150 Million pesos in revenue from different digital products and programs.

Guess what? I never wrote any of my e-books.

You can become wealthy in this business without learning how to write.

How? I hired someone else to do the writing for me. It's called "Outsourcing". And those who write e-books are called "Ghost Writers."

Why "Ghost"? Well, they're invisible. Don't assume that your favorite author wrote his

book himself. It's a common practice to hire ghost writers.

Anyways, here are some of my recommended outsourcing website you should check to get writers:

- **Upwork.com**

This website has 18 Million registered freelancers. They're the largest. You can find a lot of good writers here. They can write e-books in nearly any topic. Just give them your outline, and they'll do all the research and writing for you. Most of my freelancers are this website.

- **Fiverr.com**
- **Freelancer.com**
- **Guru.com**

How To Sell Your e-Book For A Nice Profit

OK. Once your e-book is done, it's time to make money, pera, ka ching, or datung.

There are different ways to do sell a digital product depends on your skill set and resources

But I'll share my best advice if you're just starting and you don't want to spend money on advertising.

Join Facebook group and any online community of your target market and sincerely help people.

Be part of the conversation. Answer questions. **Give helpful tips.** Engage them.

Do NOT spam forums or Facebook groups. They'll kick you out without a warning.

But if you're there to help, soon, people will notice you and will check your Facebook profile. In which you have a link to your website. Like this...



Some people will even message you which opens the door of selling your e-books.

But when they click on that, they'll see your e-book that's custom made for them.

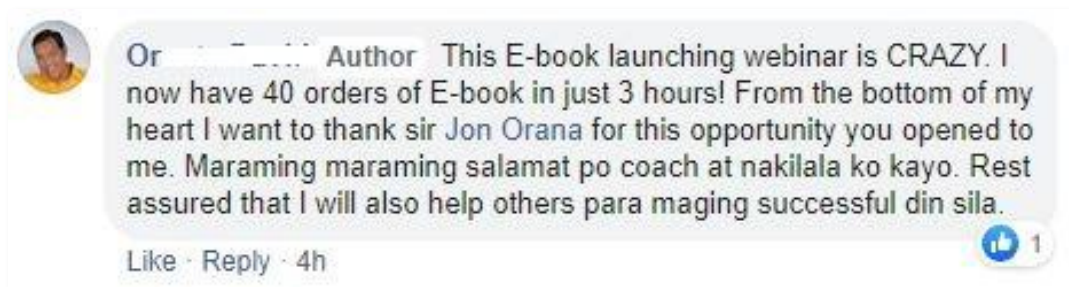
They are going to see the e-Book and the answers to all the questions that they have. So, you are naturally attracting people to your business. You do not need to exert so much effort of being a salesman.

Ayaw natin na makita tayo na maging salesman ng sarili nating produkto.

We want to be a leader. We want to be a friend. We want to be a companion on the same cause and a colleague.

I call this “KILITI” Kelangan makuha mo kiliti ng tao.

It's actually an acronym of Know, Like, and Trust (KLT) or Kiliti for short. People do business with someone they *know*, *like*, and *trust*.



How To Drive More People To Your e-Book Website

By the way, don't get intimidated whenever I say website. There are a lot of free website out there and you can set up one in just 10 minutes or even less.

Services like Wix.com, Wordpress.com, and Weebly.com

Obviously, if you're new to this, it may look complicated but I'm telling you it's not. Bago ka lang. Parang nung paslit ka pa lang, kahit mag sintas ng sapatos parang complicated sayo.

But look at you now. Kahit naka pikit you can tie your shoes.

800k revenue.
Hopefully ma hit ang
first million before mag
June 😊

Anyways, one of my favorite way to drive traffic is through paid advertising on Facebook. I don't want to go into the details but it's something you want to explore if you'd like to grow your business to the next level.

How can you accept payment?

My advice to you is use PayPal – paypal.com. Sign up and it's FREE. They're going to ask for your bank account information so they know where to deposit your money.

After you've verified your account, they're going to give you a code on how to accept payment from your website. It's a simple copy and paste work. You don't to learn complicated programming stuff.

Nope. Copy and paste it on your website. That's all!

Paypal will do the hard work for you. PayPal will process the payment and you don't have to worry about the technicalities, the legalities and all that.

When someone buys your e-book, Paypal will email you that you received a payment. You can then withdraw that amount and PayPal will deposit it to your bank account. That is how simple it is.

There you go my friend. In just 19 pages I revealed to you the blueprint on how to start an e-book business.

And if you want a **step-by-step video training** on how to create your very first e-book...

[Check out The Lead Product Planner.](#)

To your freedom,
Jon Oraña